

FIG. 1

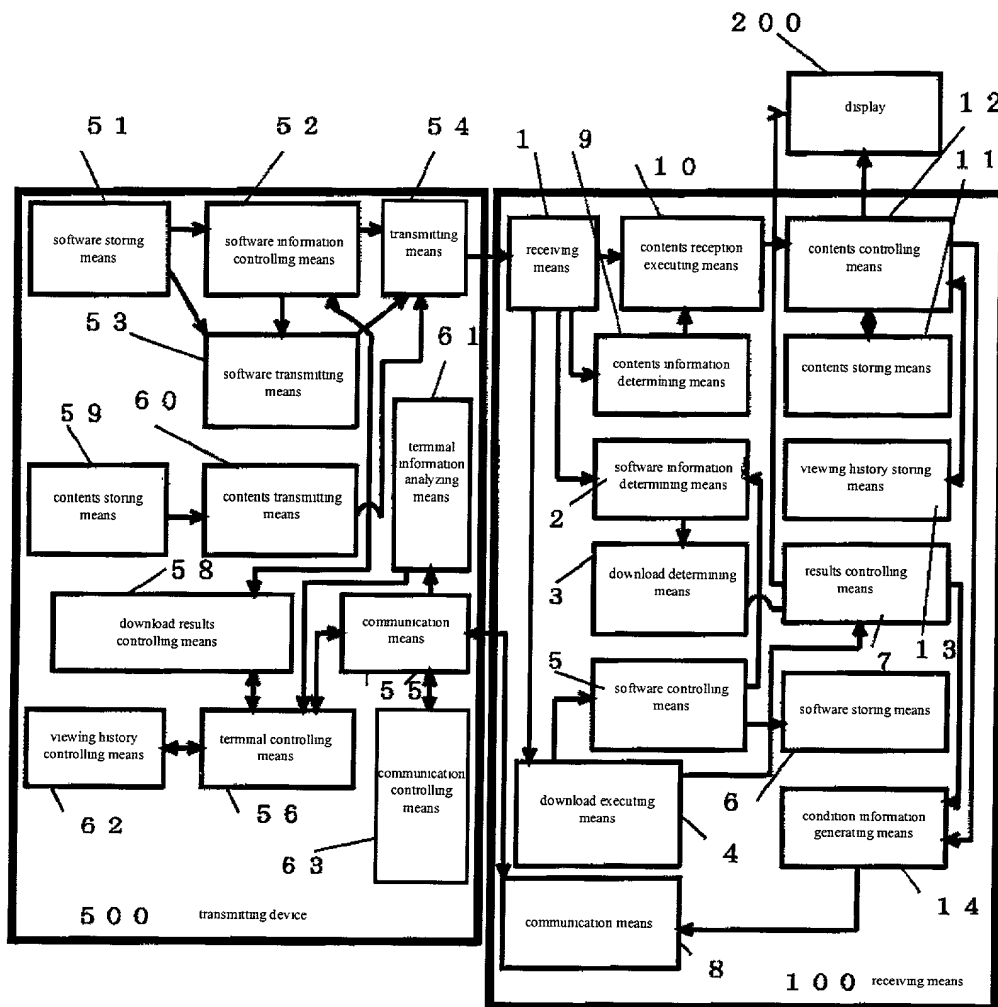


FIG. 2

date	1	2	3	4	5	6	.....	2 4	2 5	2 6	.....
user No.	1	101	201	301	401	501		2301	2401	2501	
	}	}	}	}	}	}	.....	}	}	}	.....
	100	200	300	400	500	600		2400	2500	2600	

FIG. 3

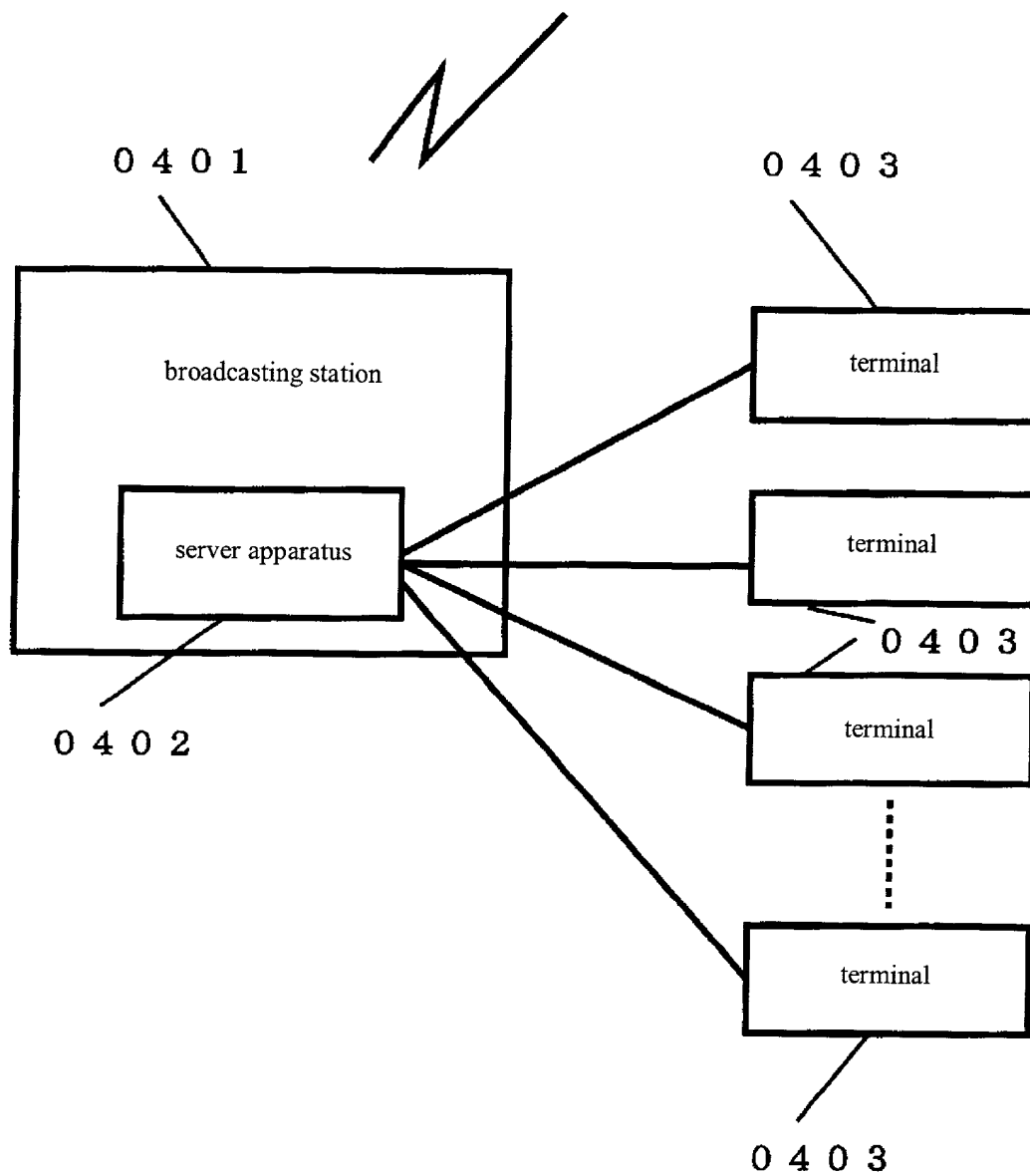


FIG. 4

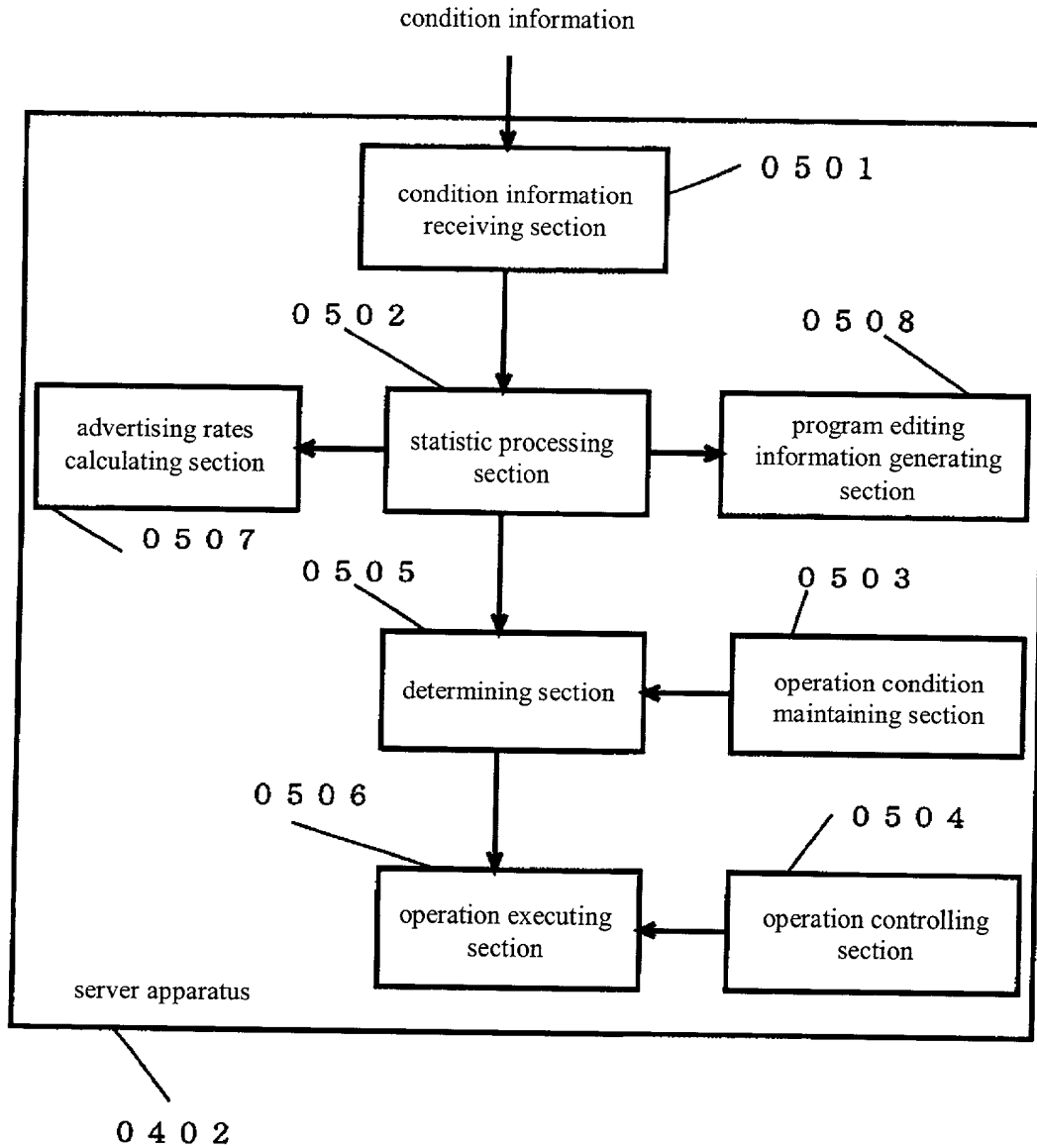


FIG. 5

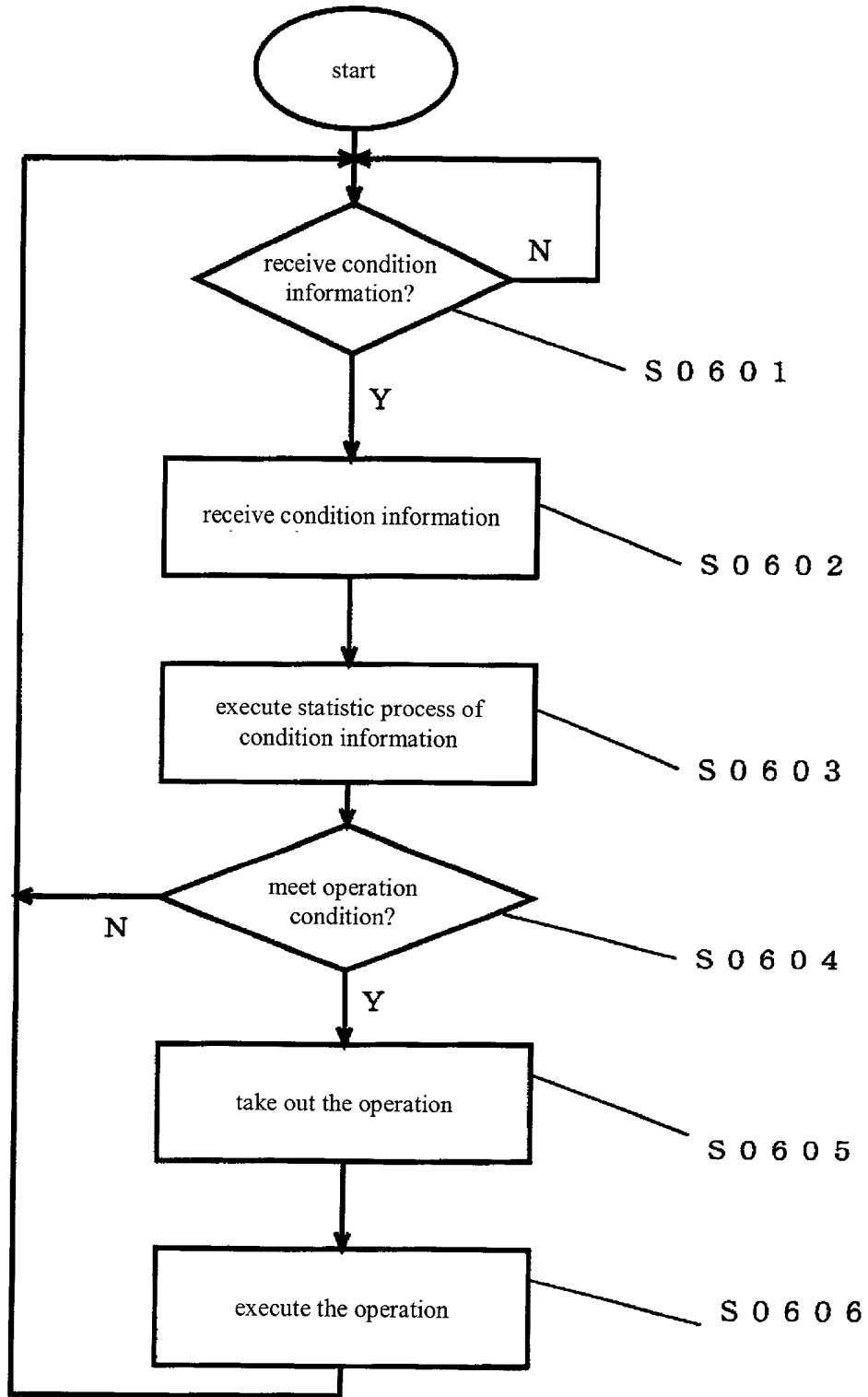


FIG. 6

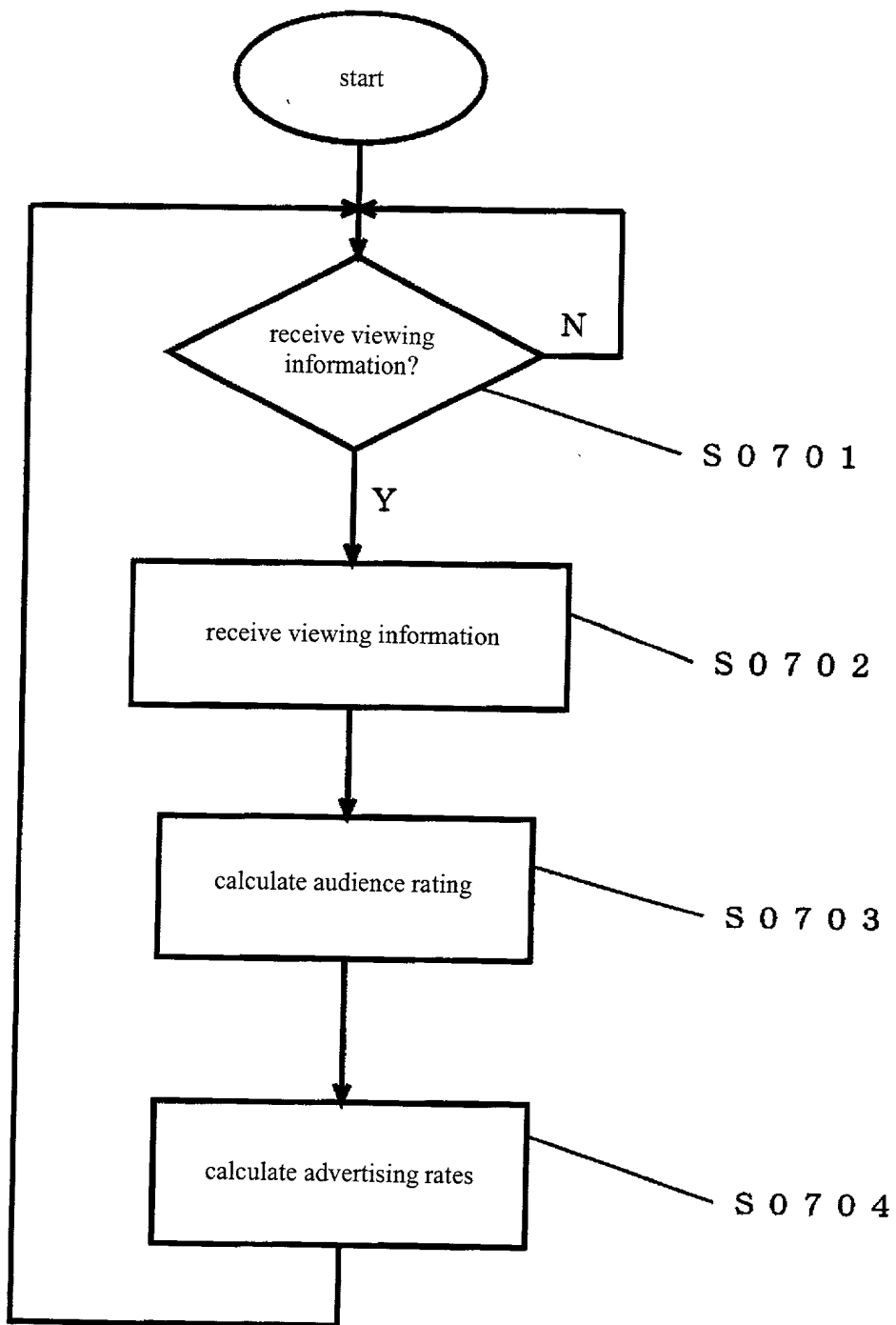


FIG. 7

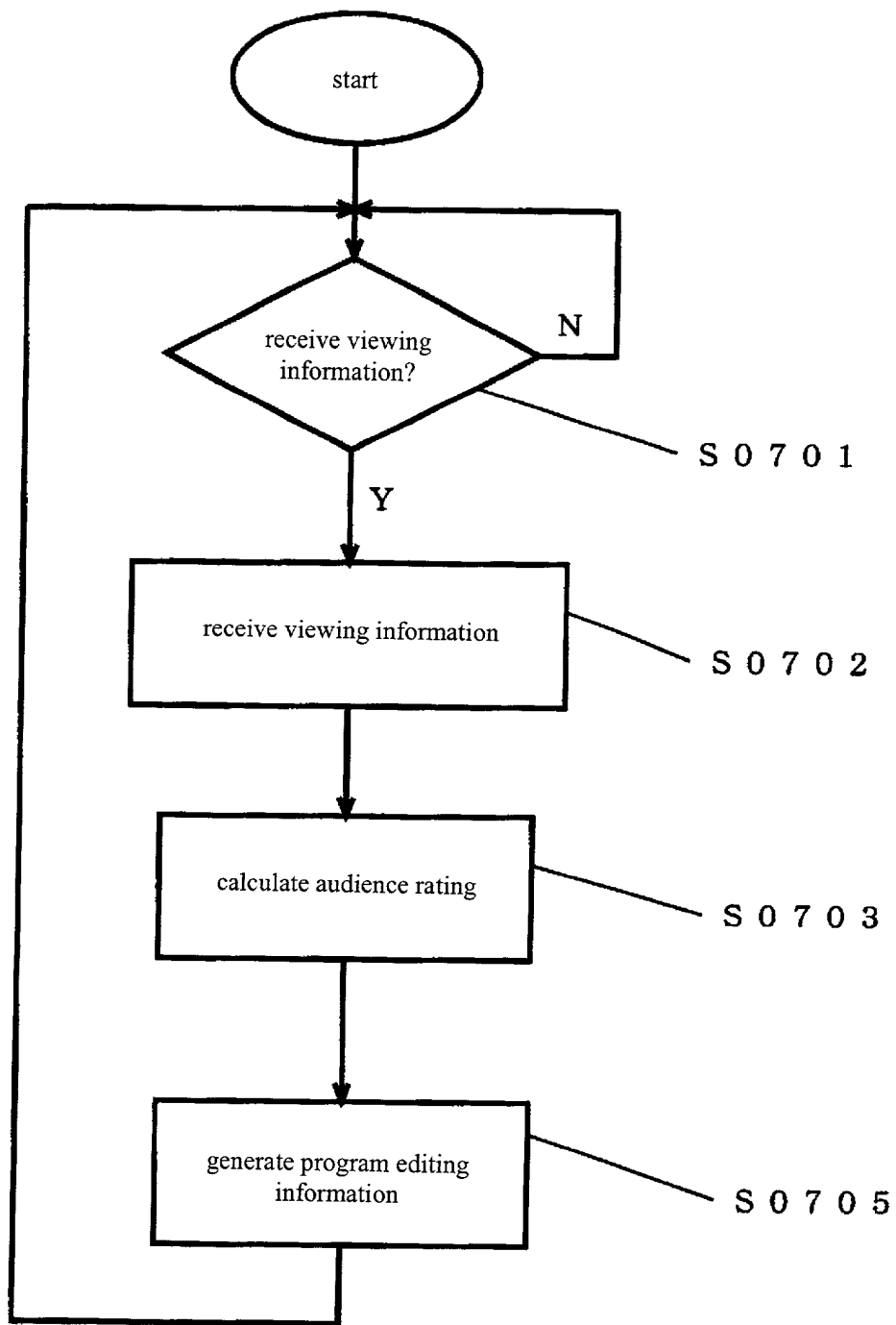


FIG. 8



audience rating classification	advertising rates
0 ~ 1 0 %	0.5 million yen
1 1 ~ 2 0 %	1 million yen
2 1 ~ 3 0 %	1.5 million and yen
3 1 ~ 4 0 %	3 million yen
4 1 ~ 5 0 %	4 million yen
5 1 ~ 1 0 0 %	5 million yen

FIG. 9

program name	c h	broadcasting time	audience rating
○○△	B 1	1 2 : 0 1 ~ 1 3 : 0 0	1 1 %
△△△	B 1	1 3 : 0 1 ~ 1 4 : 0 0	1 2 %
□□□	B 1	1 4 : 0 1 ~ 1 5 : 0 0	5 %
△○△	B 2	1 2 : 0 1 ~ 1 3 : 0 0	8 %
□△□	B 2	1 3 : 0 1 ~ 1 3 : 3 0	3 %

FIG. 10

T \ CH	1 2 : 0 1		1 3 : 0 1		1 4 : 0 1	
	1 3 : 0 0		1 4 : 0 0		1 5 : 0 0	
B 1	1 1 %		1 2 %		5 %	
B 2	8 %		3 %	9 %	7 %	
B 3	4 %	9 %	2 1 %		1 3 %	

FIG. 11

FIG. 12

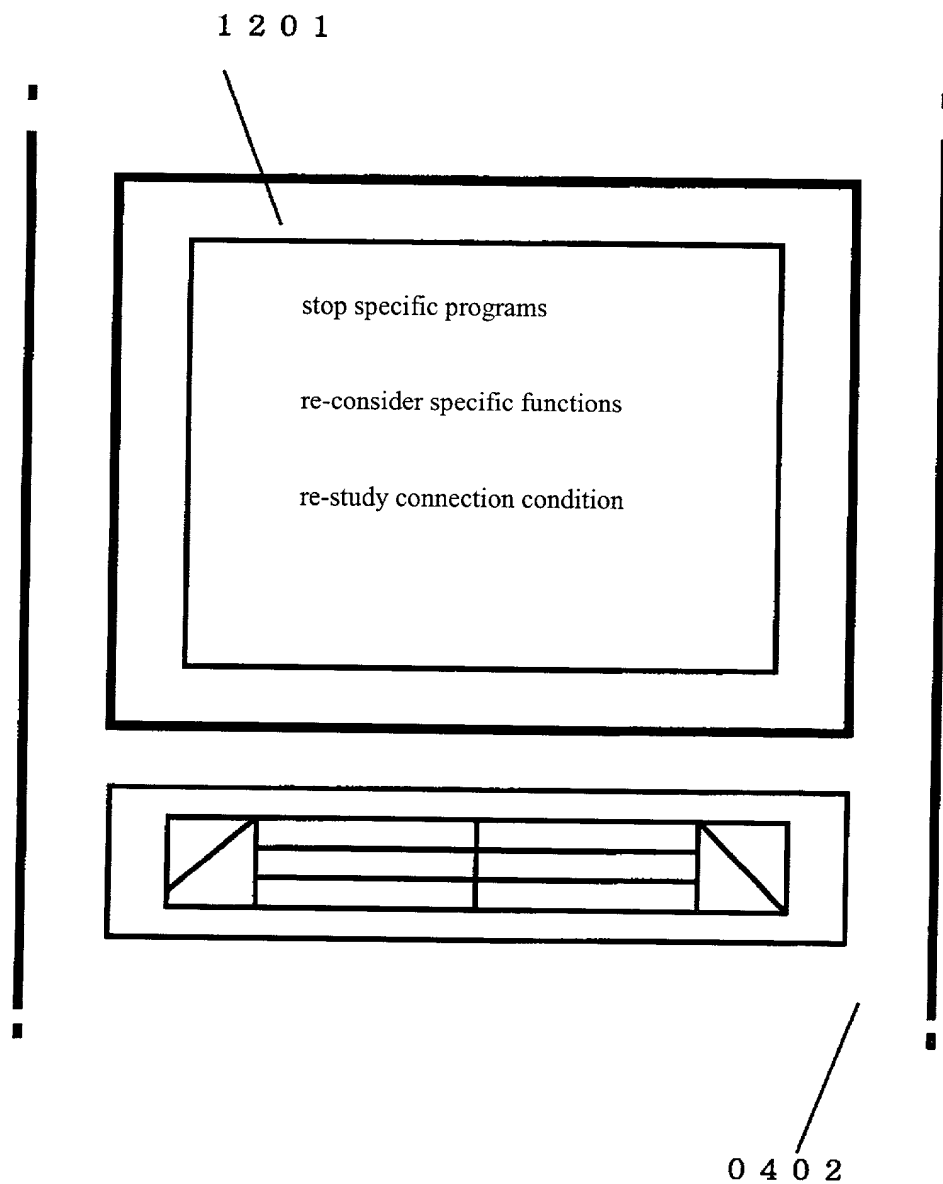


FIG. 12